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BPO | Challengers

Mphasis

A New Beginning

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Ramesh Gudalur, BPO Chief

After a new parent company, EDS, two years back, Mphasis BPO saw two new men on top in the beginning of last year—CEO Jeya Kumar and BPO chief Ramesh Gudalur—initiating and driving change. By the end of the year, the impact was visible. Its traditional customer service business revenue had fallen from 47% of total revenue in FY '07 to just 35%, even as tech support had grown from 4% to 9% of total revenue. But the biggest change was visible in successfully growing the knowledge services piece, which accounted for close to one-fourth of the revenue, not a small feat for a company that was a large call center three years back.

What is more noteworthy is that Mphasis has grown these pieces largely organically. The association with EDS saw some delivery work of horizontal support services like HR and F&A also coming to Mphasis. It plans to invest in a healthcare platform to support value added growth in that line.

The new leadership has initiated a lot of change in organizational development, the impact of which should be visible this year. ■